



Sheila Dixon

Mayor,
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Mayor Sheila Dixon Unveils Latest Details of Cleaner Baltimore Initiative

“Don’t Make Excuses, Make a Difference” Social Marketing Campaign Announced

Baltimore, MD (August 8, 2007) – Mayor Sheila Dixon today announced a list of actions taken by the city in connection with the Cleaner Baltimore initiative, including the unveiling of the theme for the multimedia social marketing campaign—*Don’t Make Excuses, Make a Difference*.

Since the launch of the Cleaner Baltimore initiative on March 1, 2007, the city has implemented numerous operational changes to improve the efficiency and effectiveness of the city’s trash and recycling operations. Key among them are:

- Hired full-time coordinator for Cleaner Baltimore initiative;
- Reduced response time for cleaning complaints (dirty alleys, backyards, lots) from 21 to 14 days;
- Reduced response time for boarding of vacant houses from 21 to 7 days;
- Established graffiti removal as a 7-day operation along all major gateways providing a maximum 3-day response time for graffiti complaints citywide;
- Increased mechanical sweeping operations to serve an additional 320 miles of streets each week;
- Installed 750 new trash cans along gateways and at bus stops across the City;
- Moved Sanitation Code Enforcement to Baltimore Housing to increase efficiency of management and service delivery;
- Moved Baltimore Housing Cleaning and Boarding to Solid Waste, augmenting and complimenting existing cleaning operations.

“When it comes to cleaning up Baltimore, the city is leading by example. We are delivering on our commitment to improve the cleanliness of Baltimore,” said Mayor Dixon. “I’m confident that the public outreach component of this initiative will motivate residents as well as businesses to be part of the solution.”

In addition to the operational actions announced, the Mayor revealed the theme for the Cleaner Baltimore multimedia awareness campaign, which was created by Baltimore-based marketing communications agency Planit. “*Don’t Make Excuses, Make a Difference*, is much more than a catchy tagline,” explained Planit President Matt Doud. “It is a call to action and encapsulates the core philosophy of this campaign.”

Planit was selected in May to conduct the \$2 million, two-year-long, multimedia campaign to create awareness for the city’s litter problems and to help change how people think about the city, about themselves, and about their own actions.

Baltimoreans will start to see evidence of the creative campaign over the next couple of months. The launch of the multimedia campaign—including television, radio and billboard advertising—is slated for October.

The communications campaign will be funded through private contributions with oversight provided by the Baltimore Community Foundation (BCF). The BCF provides an independent advisory component, lending community, business and neighborhood input, and accountability.

For additional information on the Cleaner Baltimore initiative, please visit www.cleanergreenerbaltimore.org.

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